**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Original) An insect gene expression system, comprising at least one gene to be expressed and at least one promoter therefor, wherein a product of a gene to be expressed serves as a positive transcriptional control factor for the at least one promoter, and whereby the product, or the expression of the product, is controllable.

2. (Previously amended) The system according to claim 1, wherein an enhancer is associated with the promoter, the gene product serving to enhance activity of the promoter *via* the enhancer.

3. (Previously amended) The system according to claim 2, wherein the control factor is the tTA gene product or an analogue thereof, and wherein one or more tetO operator units is operably linked with the promoter and is the enhancer, tTA or its analogue serving to enhance activity of the promoter *via* tetO.

4. (Previously amended) The system according to claim 3, in which the gene encodes the tTAV or tTAF product.

5. (Previously amended) The system according to claim 1, wherein the gene is modified to at least partially follow codon usage in a species in which the system is for use.

6. (Previously amended) The system according to claim 1, wherein the promoter is substantially inactive in the absence of the positive transcriptional control factor.

7. (Previously amended) The system according to claim 1, wherein the promoter is a minimal promoter.

8. (Previously amended) The system according to claim 7, wherein the promoter is selected from: hsp70, a P minimal promoter, a CMV minimal promoter, an Act5C-based minimal promoter, a BmA3 promoter fragment, an Adh core promoter, and anAct5C minimal promoter, or combinations thereof.

9. (Currently amended) The system according to ~~to~~ claim 1, wherein the promoter is derived from, or is a fragment of, CMV or Hsp70.

10. (Currently amended) The system according to ~~to~~ claim 1 which substantially reduces fitness when activated or de-repressed.

11. (Previously amended) The system according to claim 10, comprising a lethal gene under the control of the a promoter of the system.

12. (Previously amended) The system according to claim 11, wherein the lethal gene is a dominant lethal.

13. (Previously amended) The system according to claim 11, wherein the lethal gene and the positive control are the same.

14. (Previously amended) The system according to claim 13, wherein the gene is tTA or an analogue thereof.

15. (Previously amended) The system according to claim 11, wherein the lethal gene and positive control gene are different.

16. (Previously amended) The system according to claim 10, wherein the reduced fitness is a high mortality rate.

17. (Currently amended) The system according to ~~to~~ claim 1, wherein expression of the positive control gene is selective.

18. (Previously amended) The system according to claim 17, wherein expression of the gene is determined by sex.

19. (Previously amended) The system according to claim 18, comprising a *doublesex, transformer* or sex-specific lethal sequence.

20. (Currently amended) The system according to ~~to~~ claim 1, wherein an effector gene is operably linked with at least one said promoter.

21. (Previously amended) The system according to claim 20, wherein the effector gene is a dominant lethal gene.

22. (Previously amended) The system according to claim 20, wherein the effector gene encodes RNAi.

23. (Previously amended) The system according to claim 20, wherein activation of a promoter to which the effector gene is operably linked leads to a selective effect *via* a transcription or translation product of DNA under the control of the promoter.

24. (Previously amended) The system according to claim 17, wherein selection is species specific.

25. (Previously amended) The system according to claim 17, wherein selection is developmental stage specific.

26. (Previously amended) The system according to claim 1, which is at least one cistron.

27. (Previously amended) The system according to claim 26, which is at least two cistrons, said cistrons being linked to an enhancer under the control of the positive control gene.

28. (Previously amended) The system according to claim 1, wherein expression of the positive control gene on removal of a suppressor for the gene has substantially no effect on the fitness of an adult from which the suppressor has been removed.

29. (Previously amended) The system according to claim 1, bounded by insulator elements.

30. (Previously amended) The system according to claim 29, wherein the insulators are non-identical insulators.

31. (Currently amended) The vector of claim 33, wherein said vector is pLA513 as identified by SEQ ID NO. 16.

32. (Currently amended) The vector of claim 33, wherein said vector is JY2004-tTA as identified by SEQ ID NO. 14.

33. (Previously amended) A vector comprising the system of claim 1.

34. (Previously amended) The vector according to claim 33, further comprising an expression marker.

35. (Previously amended) The vector according to claim 34, wherein the expression marker is a fluorescent protein or resistance marker.

36. (Previously amended) The vector according to claim 33, further comprising an expressible transposase gene.

37. (Previously amended) An insect comprising, in its genome, the system according to claim 1.

38. (Previously amended) The insect according to claim 37, which is substantially uncompromised by the system under permissive conditions where the positive control gene is not expressed.

39. (Previously amended) The insect according to claim 37 which is from a pest species.

40. (Previously amended) The insect according to claim 37 which is selected from: mosquito, bollworm, medfly, and *Drosophila*.

41. (Previously amended) The insect according to claim 37, wherein expression of the positive control gene is blockable or controllable by dietary supplements.

42. (Currently amended) A method to establish compatibility of a promoter with a species, comprising transforming said species with a plasmid, or other vector, comprising the system according to claim 1 with the promoter to be tested, said promoter being operably associated with a gene to be assayed, said plasmid further comprising a marker, under the control of a promoter

appropriate to said species, the method further comprising assaying putative transgenic individuals for expression of the marker, and wherein individuals expressing the marker are subsequently assayed for expression of the gene to be assayed.